# IOWA Community Transformation Grant Briefing

Happy Year One Anniversary! It has been an exciting year of firsts for Iowa's Community Transformation Grant (CTG). In September, CTG will be finishing up the first year of activity. There are many successes and lessons learned that will continue guiding implementation over the next four years and beyond. A few local success stories include:

The Live Healthy Lee County Coalition identified a need for bike awareness and bike safety after several biking accidents. Emily Carrick, Wellness Coordinator at Lee County Public Health, and another coalition member presented the information to Lee County Board of Supervisors. As a result, "Share the Road" signs were approved and purchased, installed by the county road department, and placed on roads identified as potential dangers to bikers. The Live Healthy Lee County Coalition has plans to continue to add signage around the county, as well as map out safe bike routes for bikers.

The Henry County CTG Worksite Wellness initiatives focused on Henry County Health Center (HCHC) and Veyance Technologies in the first year. HCHC's wellness committee began meeting in June, and is making progress on a number of improvements. The Veyance Technologies' committee created a priority list of items to start addressing and created a series of monthly health topics.

## **Recent News**



- Turn the page to see the new lowa CTG logo!
- Smoke-Free Multi-Unit Housing website launched August 22!
- The "Let's Get Healthy" educational campaign will soon be launched!
- Contractor meeting held in June and regional meetings and trainings are continuing.
- Iowa was selected for three national CTG evaluations. The CTG Cost Study site visit was held in June.
- The Iowa CTG Evaluation plan is nearing completion.
- CDC CTG site visit was held in July.
- IDPH CTG staff presented at the Iowa Primary Safety Net Meeting and the Medical Home/Prevention and Chronic Care Management Advisory Council Meeting.

The Community Transformation Grant (CTG) is intended to prevent leading causes of death and disability through evidence-based initiatives, environmental and systems change, and strengthening the health infrastructure. A minimum of 50% of the grant funds distributed to 26 local boards of health must be used for four strategic directions: Tobacco free living, active living and healthy eating, healthy and safe physical environments, and increased use of high impact clinical prevention services.

#### **Rural County Success Story:**

Ringgold County Public Health worked with the Ringgold County Courthouse to implement motivational StairWELL poster campaign encouraging individuals to participate in physical activity during the work day. This environmental change provides increased awareness and opportunity for physical activity to help prevent obesity, heart disease, and type 2 diabetes.

Ringgold County Public Health worked with the county Board of Supervisors to develop an engaging sign promotion to educate courthouse visitors and employees about the benefits of using the stairs. Twelve motivational posters were developed and printed. The signs were strategically placed around the three floors and on stairwell landings to encourage using the stairs. Messages included health benefits, motivational statements, and suggestions to skip the elevator and enter the free fitness zone.

#### **Metropolitan County Success Story:**

The **Black Hawk County Health Department** (BHCHD) gathered and analyzed data from each business in the Cedar Falls Community Main Street using the CHANGE Tool, developed custom resource packets, and shared final recommendations with the business owner. In an effort to demonstrate a coordinated approach with the new Cedar Falls Blue Zones™ initiative, recommendations for improving the workplace environment and policies related to health promotion were presented as a unified approach to building community capacity. All businesses were encouraged to join the Live Healthy Iowa initiative, a team-based wellness challenge.

The BHCHD will follow-up with each business in six months to reassess the workplace to determine if health promoting policy or environmental change strategies were implemented. In addition, to assist employers in promoting physical activity during break-times, the BHCHD is in the process of mapping ten to fifteen minute walking routes in downtown Cedar Falls.





# CTG Spotlight: Clinical Preventive Services

According to the Iowa Workforce and Economic Development Status Report in January 2012, the highest prevalence rates of obesity, cardiovascular disease, and diabetes occur in Iowans over age 45. To help reduce chronic disease, Iowa has set a goal to increase the number of counties that have developed local referral systems to support control of high blood pressure, high cholesterol, diabetes, and cancer screenings. This includes the primary and secondary reach of all activities focused on clinical preventive services.

#### Additional CTG Activities to meet this goal include:

- Increasing the number of counties with access to evidence-based chronic disease programs.
- Increasing the number of self-insured employers in the state who support an Asheville-like pharmacist model for employees addressing at minimum the control of high blood pressure, high cholesterol, and diabetes.
- Increasing the number of dental practices having systems in place for blood pressure and tobacco use screening and referral.

Webster County Public Health is implementing a chronic disease management program that will be provided across the continuum of care in their community. The goal is to have providers, clinicians, home health nurses, nursing facilities and health department staff to all provide the same message for managing chronic disease. They are training staff on the Integrated Chronic Disease Management tool (ICDM), which compliments and mirrors the Better Choices/Better Health [Stanford Chronic Disease Self-Management Program (CDSMP)] being promoted by the Iowa CTG. Better Choices/Better Health training is being offered this fall. Discussions will follow on program effectiveness and integration with ICDM.



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### **CTG Staff**